

Key People-Former Gov. Mitt Romney (Gen'l Election Edition)

Romney for President, Inc., 80 Hayden Lexington, MA 02421

...[Primary Edition](#)

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see also: [RNC](#) | [RNC Committee On Arrangements](#)

(page updated October 27, 2012)

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OVERVIEW: The campaign team that made Mitt Romney the GOP nominee was relatively small, less than 100 people to April 2012, and was led by a small inner circle. The campaign built out its staff to about 400, and received an infusion of people who had worked on the Republican National Convention.

Chairman **Bob White**

White is described as Romney's "most trusted advisor...chief advice broker...alter ego." First employee at Bain Capital; started at Bain Consulting in 1981. Degree in math and economics from Bowdoin College, 1977.

See: Noam Scheiber. "The Partner." *The New Republic*, May 18, 2012. [≥](#)

Michael Barbaro and Ashley Parker. "A Troubleshooting 'Wingman' Plotting Romney's Trajectory." *The New York Times*, Oct. 27, 2012. [≥](#)

Campaign Manager **Matt Rhoades**

(announced Feb. 15, 2010) A vice president with DCI Group, May 2007-Feb. 2010. Communications director on Romney's presidential campaign, Jan. 2007-March 2008. A deputy communications director in charge of research for the RNC during the 2006 election cycle. Research director for the 2004 Bush/Cheney re-election campaign. Deputy research director at the RNC, 2003-04. White House Liaison at the U.S. Office of Personnel Management in the Bush Administration, and earlier an Associate Director in the White House Presidential Personnel Office. B.A. from Syracuse University, 1997; and an M.A. from The George Washington University, 1999.

Deputy Campaign Manager **Katie Packer Gage**

Partner at WWP Strategies. Michigan consultant/strategist on Romney's 2007-08 campaign and earlier consultant to the Commonwealth PAC. Vice president of The Sterling Corporation and director of Sterling's Washington, DC office; joined the firm in 1995. Worked for two years at the U.S. Department of Energy as a senior advisor to the Secretary. Chief of staff to Michigan Lt. Gov. Dick Posthumus, and managed the 2002 Posthumus for Governor campaign in Michigan. A senior aide to Sen. Spence Abraham (R-MI) first on Capitol Hill and then as deputy campaign manager of his 2000 campaign. Director of Senate Majority communications for the Michigan Senate and executive director of the Senate Republican Campaign Committee. Deputy state director for the Dole for President campaign in Michigan, 1996. Worked on many state legislative campaigns in Michigan. Graduated in 1990 from Evangel University in Springfield, MO.

Senior Advisor **Beth Myers**

(including leading the vice presidential search effort) Principal at the Shawmut Group. Longtime aide to Romney; managed his 2007-08 presidential campaign and in 2006 directed his Commonwealth PAC. Myers served as chief of staff in the Governor's office, starting from the outset of the Romney administration and earlier was an advisor on his gubernatorial campaign. Chief of staff to state Treasurer Joseph Malone for five years. Worked in Texas with Karl Rove during the 1980s. Graduate of Tufts University, 1979.

Senior Advisor **Peter G. Flaherty II**

Principal at the Shawmut Group. Advisor on Romney's 2007-08 presidential campaign. Deputy chief of staff in the Governor's office throughout Romney's term. Two years as vice president of Walden Media, a film, television, and theatre company co-founded by his brother. Suffolk County assistant district attorney, homicide unit. J.D. from New England School of Law, 1997. B.A. in economics from College of the Holy Cross (Worcester, MA), 1987.

Senior Advisor **Eric Fehrstrom**

Principal at the Shawmut Group. Traveling press secretary on Romney's 2007-08 presidential campaign. Communications director to Gov. Romney; joined the Romney campaign in March 2002. Senior vice president at Hill, Holliday advertising agency, 1999-2002. Assistant State Treasurer (media relations) for state Treasurer Joseph Malone, 1994-98 and campaign manager and communications director on Malone's unsuccessful 1998 campaign for the Republican gubernatorial nomination. Worked for a decade as a journalist, starting at a Boston-area weekly and then for almost nine years at the *Boston Herald*, 1985-94, finishing as Statehouse bureau chief. B.S. in journalism from Boston University, 1984. [twitter](#)

Special Assistant to Mitt and Ann Romney **Kelli Harrison**

Chief of staff to the executive director at Free and Strong America PAC. Executive assistant to the campaign manager on Romney for President, 2007-08. Graduate of Tufts University, 2007.

Strategists **Stewart Stevens and Russ Schriefer**

Founding partners and principals at the Stevens & Schriefer Group ([SSG](#)). Stevens and Schriefer were media consultants on Romney's 2007-08 campaign after working for McCain in the first months of the cycle. They were part of the media team (Maverick Media) on Bush-Cheney '04 and on Bush's 2000 campaign (Stevens wrote a book on that experience, *The Big Enchilada*).

Stewart Stevens: "Beginning his political career in his native Mississippi, Stuart worked on Thad Cochran's campaigns and has gone on to help elect more governors and US Senators than any other current Republican media consultant."

See: Mike Allen and Jim VanderHei. "Inside the campaign: How Mitt Romney stumbled." *Politico*, Sept. 16, 2012. [≥](#)

Noam Scheiber. "The Square and the Flair." *The New Republic*, Aug. 2, 2012. [≥](#)

Russ Schriefer: Over twenty years experience as a strategist and media consultant, including, for example, media consultant on Chris Christie's 2009 gubernatorial campaign, program director for the 2004 Republican National Convention, campaign manager on Rudy Giuliani's unsuccessful 1989 campaign, although he was eventually replaced, and Mid-Atlantic regional political director on Bush-Quayle '88. Bachelor's degree in government from Manhattan College, 1980.

and

Ashley O'Connor - with Stevens and Schriefer is a principal at SSG; executive producer of all advertising and runs the day-to-day business operations of the firm: Experience includes director of production and a member of the strategy team for Bush Cheney '04. Graduate of Mount Holyoke College.

Note: The firm set up to do Romney's advertising and media buying is **American Rambler Productions**. [≥](#)

Creative Director Jim Ferguson

(helping out from Nov. 2011; reported by *The New York Times* on April 19, 2012) Ferguson has previous presidential campaign experience; in 2000 he was creative consultant, leading the team of New York ad execs. volunteering on George W. Bush's campaign. "Shop foreman" at Fire in The Hole; joined with Bob Shallcross and Jim Krause to form jimbobkrause. Chairman and COO at TM Advertising/Dallas (Temerlin McClain in Irving, TX) Sept. 2003-Dec. 2007 after a brief stint at Omnicom Group's DDB Worldwide in Chicago. President and chief creative officer of Y&R (Young & Rubicam) in NYC from May 1999 to 2003. Chief creative officer at DDB Needham in Dallas, 1994-99. Senior vice president/creative director at Leo Burnett, 1982-94. Copywriter for Crume & Associates, 1981-83. B.A. in journalism, 1976.

Deputy to Senior Strategist (Stewart Stevens) Austin Barbour

note Austin Barbour, not Henry Barbour (as correctly reported by *The New York Times* on April 19, 2012) A national finance chairman for Romney. Partner at Clearwater Group, LLC from March 2011. Managed appointed U.S. Sen. Roger Wicker's successful 2008 campaign. Ran Haley's PAC from its start in Sept. 2004. Lobbyist at Capitol Resources in Jackson. Graduate of University of Mississippi, 1999. Nephew of former Gov. Haley Barbour.

Senior Advisor Ron Kaufman

On leave from position as senior advisor to Dutko Grayling; joined the firm in 1994. Top advisor in the White House during George H.W. Bush's presidency, initially White House Personnel Director and then Assistant to the President and the White House Political Director. Founded Vice President Bush's PAC and ran his 1988 primary campaign in New Hampshire. National campaign director for Vice President Bush's 1984 reelection campaign. Regional then national political director of the Republican National Committee under President Reagan. Started his career in national politics in 1978 with George H. W. Bush's campaign for president.

Senior Advisor Mark DeMoss

(announced May 18, 2011) Served on Romney's National Faith and Values Steering Committee in 2007-08. Founder (Sept. 1991) and president of the [DeMoss Group](#), based in Atlanta, GA. Founded and ran CivilityProject.org, Jan. 2009-11. Spokesman and aide to Jerry Falwell for eight years. Degree in political science from Liberty University. Grew up in the Philadelphia area. Author of *The Little Red Book of Wisdom* (1997).

Senior Advisor Bob Wickers

([announced](#) Jan. 13, 2012) Co-founder and president of Dresner Wickers Barber Sanders, a political consulting firm whose recent clients include Alabama Gov. Robert Bentley and Oklahoma Attorney General Scott Pruitt. In 2008, Wickers served as senior strategist, pollster and media producer for Gov. Mike Huckabee's presidential campaign.

Senior Advisor Ed Gillespie

([announced](#) April 5, 2012) Founder of Ed Gillespie Strategies, a strategic consulting firm that provides advice to companies and CEOs, coalitions, and trade associations. Chairman of the Republican State Leadership Committee from early 2010. Chairman of Bob McDonnell's campaign for governor in 2009. Counselor to the President in the last 18 months of the Bush Administration. Chairman of the Republican Party of Virginia, 2006-07. Seven years as co-chairman of Quinn Gillespie and Associates (QGA). Chairman of the Republican National Committee, 2003-04. Long-time aide to former House Majority Leader Dick Armey. Worked at the RNC under Haley Barbour. B.A. from the Catholic University of America, 1983.

Transition ("Project Ready") Mike Leavitt

(reported by [Politico](#) on June 3, 2012) Founder and chairman of Leavitt Partners where he advises clients in the health care and food safety sectors. Secretary of HHS, 2005-09. Administrator of the Environmental Protection Agency, 2003-05. Elected three times as governor of Utah, in 1992, '96 and 2000; served 11 years, 1993-2003. Chief executive of The Leavitt Group, family run insurance brokerage, 1984-92. Degree in economics from Southern Utah University, 1974. Grew up in Cedar City, Utah.

P O L I T I C A L**Political Director Rich Beeson**

(On Jan. 13, 2011, Real Clear Politics reported that Rich Beeson would be political director of a "near-certain presidential bid.") Partner at FLS Connect. Political director at the RNC in the 2008 cycle (announced Jan. 2007). Joined Feather, Larson & Synhorst, approx. April 2005. At the RNC from 1997 to 2005, Beeson worked as an RNC regional political director and regional finance director for the Western region. National field director for Americans Back in Charge. Organizational director on Bruce Benson's 1994 gubernatorial campaign against Roy Romer in Colorado. From Colorado.

Deputy Political Director Todd Cranney

(April 2011) Deputy campaign manager/political director on Meg Whitman's 2010 campaign for governor of California. Campaign manager on Nathan Fletcher for Assembly, 2008. Western regional political director on Romney's 2007-08 campaign. Regional political director on California Victory 2006 (Carlsbad Republican Victory Headquarters). Field representative on Bush-Cheney '04 first in California and then in Nevada. Staff assistant to Sen. Orrin Hatch, 2003-04. B.S. in finance from Brigham Young University, 2002.

Deputy Political Director/Director of Voter Contact Dan Centinello

Deputy campaign manager on Roy Blunt for U.S. Senate, 2010. Statewide field director on Chris Christie for Governor primary campaign from Jan.-June 2009, then executive director of the New Jersey Republican State Committee, June-Dec. 2009. State director for RNC's California Victory in 2008. Deputy director of voter contact/Northeast regional political director on Romney's 2007-08 campaign. A deputy field director for California Victory 2006. Managed Kevin Jeffries for State Assembly June 2006 primary campaign. Operations director on Kevin Faulconer for San Diego City Council in the Nov. 8, 2005 special election and Jan. 10, 2006 run-off. Regional political director for the Republican Party of San Diego County. Attended Canisius College in New York; chairman of the New York College Republican State Committee, 2004-05.

Deputy Political Director Jason McBride

(reported by *The New York Times* on April 19, 2012) State director on Romney's New Hampshire primary campaign from approx. March 2011. Deputy political director at the RNC, March 2010 to early 2011. Deputy director of the Workforce Fairness Institute, Jan. 2009-March 2010. Regional manager for Freedom's Watch, April-Dec. 2008. Michigan state director on Romney's 2007-08 presidential campaign. Executive director of the House Republican Campaign Committee (in that position, he was the lead fundraiser). Prior to that McBride worked for Secretary of State Terri Lynn Land, the 2002 Dick Posthumus for Governor Campaign, as deputy political director for the Michigan State Republican Committee, and on the 2000 Mike Rogers for Congress campaign. Graduate of Michigan State University, 1995. Originally from Shelby Township, Michigan.

Regional**Western Sarah Nelson**

(reported by *The New York Times* on April 19, 2012) Served as Romney's Nevada state director for the caucuses, announced Aug. 4, 2011, and later managed field operations in Arizona, Idaho, Hawaii, Oregon and California. Deputy political director managing paid voter contact programs

on the Meg Whitman for Governor campaign in California, 2009-10. Consultant at the Nevada based Ryan Erwin & Associates, 2005-09, including work on Brian Krolicki for Nevada Lt. Gov. in 2006 and Romney's Nevada team in 2008. Associate at November Inc., 2004-05. Degree in journalism and political science from Brigham Young University, 2001.

Southern Lamar Echols

(reported by *The New York Times* on April 19, 2012) Served as Romney's Georgia state director for the primary from Oct. 2011. Attorney. Director of operations/general counsel on Lucas for Congress in West Virginia's 3rd CD, Nov. 2009-June 2010. Special assistant in the Office of Congressional Affairs at GSA, Aug. 2008-Jan 2009. J.D. from Tulane University Law School, 2007. B.A. in history from Auburn University, 2002.

North East & Lakes Danny O'Driscoll

A deputy state director on Romney 2011-12 New Hampshire primary campaign. National absentee and early vote director in the political office at the Republican National Committee in 2010. Managed political operations in the Northeast region for Freedom's Watch.

Melissa (Missy) Sousa

Worked on Dan Coats' 2010 U.S. Senate primary campaign, and in Fall 2010 on the Maryland Victory campaign.

Assistant to the Political Director Susan Hepworth

Director of political operations at the RNC, April 2009-Nov. 2010. Project manager/consultant at Majority Strategies, Inc., 2008. Political desk coordinator on Romney for President, 2007-08. B.S. in journalism and mass communications from the University of Kansas, 2007.

COALITIONS

National Coalitions Director (and Veterans) Joshua Baca

(May 2012) Campaign director (2010-May 2012) and field manager (2008-10) at DDC Advocacy. Legislative manager at OnPoint Advocacy, mid-2008. Field director on Heather Wilson for U.S. Senate, 2008. Legislative assistant to U.S. Rep. Heather Wilson, 2005-08. Deputy field director on Heather Wilson for Congress, Fall 2006. Masters degree in government and business from The Johns Hopkins University; B.A. in political science and economics from Texas Tech University. [twitter](#)

Deputy Coalitions - Social Conservatives/Tea Party/Second Amendment Mike Biundo

(reported April 26, 2012) Campaign manager on Rick Santorum's presidential campaign through suspension on April 10 ([announced](#) as campaign manager on Oct. 12, 2011; [announced](#) as national political director on April 26, 2011; [announced](#) as NH PAC director on Jan. 5, 2011) Biundo played key roles in Frank Guinta's successful campaigns for Congress in 2010 and for Mayor of Manchester in 2005 and 2007. He worked on Jim Coburn's unsuccessful gubernatorial campaign in 2006 and as a consultant to former Gov. Pataki's 21st Century Freedom State PAC. State representative, Ward 8, Manchester, 2004-06; defeated in re-election bid. With Jack Heath, he acquired NSP Graphics and co-founded Meridian Communications in 2003, which they ran in the mid-2000s. President of Atlantic Strategies Group, 1998-2000. Executive director, Gun Owners of New Hampshire, 1997-98. New Hampshire deputy campaign manager of Buchanan for President, 1995-96. Grew up in New York. [twitter](#)

Deputy Coalitions - Hispanics Lucina Kress

An advisor to the Republican State Leadership Committee's Future Majority Project. Started a research consulting business in 2009. Director of communications and research for the Arizona Chamber of Commerce and industry. Communications director for the 2008 Victory campaign in New Mexico. B.A. in Spanish literature from the University of Arizona. From Glendale, AZ.

Deputy Coalitions - Women Courtney Johnson

Director of communications at Broad Strategy LLC starting in Nov. 2010. Executive director of the women's coalition on Meg Whitman's 2010 campaign for governor. Development director at The Waverly Group, 2009-10. Director of the Women's Majority Network at the NRSC, 2008-09. Chief of staff to Jeri Thompson on former Sen. Fred Thompson's presidential campaign. Worked in U.S. Rep. John Shadegg's office first as legislative correspondent, then as scheduler, 2005-07. B.A. in political science and journalism from Baylor University, 2003.

Deputy Coalitions - Agriculture/Sportsmen/Small Business Owners Derek Gianino

(June 2012) Prior to the campaign Gianino worked as an account executive at Howard Consulting Group (HGC Inc.). Deputy field manager at DDC Advocacy, 2011-12. Research associate at the Leadership Project for America, 2010-11. Special assistant to former U.S. Rep. David McIntosh, 2009-11. Also an advance volunteer for Romney for President in 2007, and a coalitions intern on Bush-Cheney '04. M.P.P. from American University, 2011; B.A. from Kalamazoo College, 2009. [twitter](#)

Deputy Coalitions Sery Kim

(June 2012) Health care counsel to Chairman Darrell Issa on the House Oversight and Government Reform Committee from mid-2010 to first part of 2012. Senior legislative counsel to U.S. Rep. Michael Burgess, 2008-10. Staffer on Mike Huckabee for President. Adviser to Secretary Mike Leavitt, 2006-08. Freelance food writer for NBC Washington Around Town, 2006-12. J.D. from University of Texas at Austin School of Law; B.A. in history from University of North Texas, graduated in 2 years. [twitter](#)

National Coalitions Coordinator Genessa Casanova

(June 2012) Community liaison for Miami-Dade County Commissioner Esteban Bovo. Legislative correspondent-regional for Sen. Rubio, first part of 2011. Southeast field director on Marco Rubio for U.S. Senate.

Coalitions

Juntos Con Romney ([announced](#) June 6, 2012)

Young Americans for Romney ([announced](#) June 25, 2012)

Veterans and Military Families for Romney ([announced](#) July 3, 2012)

Polish Americans for Romney ([announced](#) July 31, 2012)

Catholics for Romney ([announced](#) July 31, 2012)

Jewish Americans for Romney ([announced](#) August 1, 2012)

Asian Americans and Pacific Islanders for Romney ([announced](#) August 2, 2012)

Women for Mitt ([announced](#) August 8, 2012)

Farmers and Ranchers for Romney ([announced](#) August 15, 2012)

Black Leadership Council ([announced](#) September 5, 2012)

Former Obama Supporters and Democrats ([announced](#) September 6, 2012)

Public Safety Professionals for Romney ([announced](#) September 12, 2012)

National Educators for Romney ([announced](#) September 13, 2012)

Healthcare Professionals for Romney ([announced](#) October 9, 2012)

Sportsmen for Romney ([announced](#) Oct. 15, 2012)

COMMUNICATIONS

Communications Director Gail Gitcho

(announced April 14, 2011) Communications director to Sen. Scott Brown (R-MA) starting Feb. 2011. National press secretary for the RNC from May 2009 to Jan. 2010. Mid-Atlantic communications director for John McCain's 2008 presidential bid. Gitcho started the 2008 presidential cycle as a regional press secretary for Romney for President. Communications director for U.S. Rep. Clay Shaw (R-FL), 2004-07. Communications director for Rep. Steve Pearce (R-NM), 2003-04. Master's degree in political communications from Colorado State, 2003. Bachelor's degree in political communications from Ripon College in Wisconsin, 2001. Originally from San Antonio, TX. [twitter](#)

Deputy Communications Director and Research Director Evan Yost

(June 2011) M.B.A. in finance, accounting from Rice University, 2011. A director at DCI Group, 2007-09. Deputy director of research on John McCain 2008 in 2007. Special assistant for strategic initiatives in the Office of Senate Majority Leader Bill Frist, 2005-06. B.A. in English literature from The Johns Hopkins University, 2000.

Deputy Communications Director for Regional Press Sarah Pompei

(reported by *The New York Times* on April 19, 2012) Communications director to House Republican Whip Kevin McCarthy starting in Jan. 2011. Press secretary on the Meg Whitman for Governor campaign in California. Press secretary to Sen. Mike Johanns (NE) in the first half of 2009 after serving as communications director on his campaign. Deputy press secretary for regional media on Romney's 2007-08 campaign. A spokesperson on Sen. Conrad Burns' unsuccessful 2006 re-election campaign in Montana. Deputy communications director for the California Republican Party. B.A. from UC Berkeley. California native (Newport Harbor High School). [twitter](#)

Deputy Communications Director for Media Affairs Kristy Campbell

(reported by *The New York Times* on April 19, 2012) Communications director for the American Conservative Union from June 2011. Communications director on the McCollum for Governor campaign in Florida, 2010. Communications director at the Foundation for Florida's Future, 2008-Jan. 2010. Florida communications director on the 2007-8 Romney campaign. Press secretary in the Executive Office of Gov. Jeb Bush, 2006-07. Communications director for the Florida Department of Community Affairs, 2005-06. Graduate of Florida State University, 2004. [twitter](#)

Surrogates Amy J. Graham

(reported by *Tampa Bay Times* on May 3, 2012) Deputy communications director and earlier traveling press secretary and deputy press secretary for Gov. Rick Scott. Press secretary (March-Nov. 2010), Everglades policy communications (Jan.-March 2010), and public information officer (2008-10) at the Florida Department of Environmental Protection. Press office manager and earlier press office intern to Gov. Jeb Bush, 2006-07. Master's degree in applied American politics and policy from Florida State University, 2010; bachelor's degree in public relations from Florida State University, 2007. [twitter](#)

Press Secretary Andrea Saul

(announced March 3, 2011 as communications advisor to Free and Strong America PAC) Press Secretary for Carly Fiorina's U.S. Senate race in California. Communications director for Gov. Charlie Crist during his recent U.S. Senate run but resigned in April 2010 upon his decision to switch party affiliation. Press secretary to U.S. Sen. Orrin Hatch (R-UT) during much of 2009. Director of media affairs for McCain-Palin, responsible for organizing all television, radio and surrogate activity. Director of media affairs at the Republican National Committee, 2007-08. Associate account executive at DCI Group, 2005-07. Graduate of Vanderbilt University, 2004. [twitter](#)

Travelling Press Secretary Rick Gorka

(from late Dec. 2011) Communications director at the New Jersey Republican Party. Spokesman on Charlie Baker's campaign for governor of Massachusetts. Regional communications director/regional press secretary at the RNC. Regional political director at Freedom's Watch starting Dec. 2007, with an interlude as regional regional communications director (West) on the McCain-Palin campaign. Campaign manager for state Senate candidate Mark D. Tate in Virginia in 2007. In 2006 Gorka served as field director for U.S. House candidate Gus Bilirakis and earlier as a field representative for U.S. Senate candidate Katherine Harris through the primary. Staff assistant to U.S. Rep. George Nethercutt, 2001. Spokane native. [twitter](#)

Press Lead Advance Representative Kristen Warren

Deputy Press Secretary Ryan Williams

(started as regional press secretary) Communications director at the NH Republican Party from Jan. 2009-early 2011. Worked on communications on the Sununu for Senate campaign in the latter half of 2008. Broadcast media for Romney for President, Jan. 2007-Feb. 2008. Director of media services in the Massachusetts Governor's Office, 2005-07. Worked in the media department of Romney's campaign for governor, 2002. [twitter](#)

Regional Press Secretary Amanda Henneberg

(reported by Politico Dec. 2, 2011) Previously communications director to U.S. Rep. Robert Hurt (R-VA) from Jan. 2011; spokeswoman on Hurt's campaign from Aug. 2010. Worked at the RNC. Press secretary on Charlie Crist's 2010 U.S. Senate campaign until he went independent. Television communications advisor to Senate Minority Leader Mitch McConnell, 2007-09. [twitter](#)

National Director of Specialty Media (based in Florida) Yohana de la Torre

Owner and managing editor of Gulf Coast Times, LLC, and owner and consultant at YDT Media, both from Feb. 2006. Deputy press secretary at the 2008 Republican National Convention. Communications specialist in the office of Sen. Mel Martinez, 2005-06. Deputy director of specialty media at the RNC, 2004. Freelance associate producer for Univision, 1999-2004; also reporter for the Don Strock Show on WTVJ in 2002. Reporter/writer for the Miami Herald, 2001-02. B.A. in broadcast journalism from Florida International University, 2001.

National Director of Specialty Media Valentina Weis

Prior to joining the campaign, Weis worked for several months as a deputy press secretary for the 2012 Republican National Convention. Communications director in the Office of U.S. Rep. Francisco Canseco (TX-23), 2011-12. Communications director on Allen West for Congress, 2009-10. Grassroots director on Allen West for Congress, Fall 2008 after interning in a Victory office. Legal intern, 2007-08. J.D. from New England School of Law, 2007. B.S. degree from University of Florida. [twitter](#)

Media Relations, New York Michael Levoff

(June 2012) About four months as vice president for public affairs at the Partnership for New York City. New Hampshire communications director on Jon Huntsman for President from March 2011, after starting on Horizon PAC. In 2010 he served in communications roles on three campaigns: Chris Cox for Congress (Jan.-July); Rick Snyder for Michigan (June-Aug.); Strickland for Controller in California (Aug.-Dec.). Deputy press secretary on Bloomberg for Mayor 2009. Press officer in the Mayor's Office, 2007-08. Public information officer for the New York City Police

Department, 2005-07. B.A. in business and communications from Fordham University, 2005. [twitter](#)

Director of Rapid Response Webber Steinhoff

(reported by Roll Call June 2011) Communications advisor to Senate Minority Leader Mitch McConnell, April 2009-May 2011. Massachusetts native.

War Room Director Brian Bartlett

Previously managing partner at Surus Strategies, LLC. Canvassing coordinator on Bob McDonnell for Governor, 2009. Advance representative at the U.S. Department of Labor, and earlier in the OVP at the White House. Advance representative on Romney's 2007-08 campaign. Advance representative at the White House. M.P.P. from Georgetown University; B.S. in public affairs from Indiana University Bloomington. [twitter](#)

Deputy Director of Media Affairs Kristen Caron

(communications manager from Aug. 2011-April 2012) Previously a staff assistant for Sen. Scott Brown (MA), March 2010-April 2011. Interned on the Romney campaign in NH, 2007-08. M.P.S. (political management from The George Washington University, 2011. B.A. from University of Maine, 2009.

Senior Communications Advisor for African American Outreach Tara Wall

(reported by *The Washington Post* May 24, 2012) Columnist/dep. editor at the Washington Times in latter half of 2008-early 2009. Communications director and spokesperson at the Office of the Federal Coordinator for Gulf Coast Rebuilding at the Department of Homeland Security, 2008. Director of the Office of Public Affairs at the Administration for Children and Families at HHS, 2007. Press secretary for outreach at the RNC in the 2004. Wall spent 13 years as a news reporter, anchor and talk show host for the local ABC, NBC and CBS affiliates in Detroit. B.S. degree from Eastern Michigan University.

Senior Advisor Kevin Madden

(started to take on a higher profile in July 2012; announced as the campaign's communications liaison to the RNC in April 2012) Executive vice president, public affairs at JDA Frontline from March 2010. A managing director at The Glover Park Group, 2008-10. National press secretary on Romney's 2007-08 campaign. Spokesman for House Majority Leader John Boehner (R-OH), Feb.-Nov. 2006. Spokesman for former House Majority Leader Tom DeLay (R-TX). Spokesman for U.S. Attorney General Alberto Gonzales. Northeast regional press secretary on Bush Cheney '04 (incl. OH, PA, NH). Communications director and a senior advisor to Rep. John Sweeney (R-NY), 2001-03. Public relations associate at Craig Shirley and Associates, Jan.-March 2001. Washington representative for the Yonkers Industrial Development Agency from Jan.-Sept. 2000. Primary spokesman for the Office of the Mayor of Yonkers, 1997-99. Communications director for the Office of the Yonkers City Council President, 1994-97. Degree in communications from SUNY Cortland.

Senior Advisor Danny Diaz

(reported July 13, 2012) Co-founder of FP1 Strategies and founder of Diaz Communications LLC. Communications director at the RNC in the 2008 cycle. Deputy communications director on Sen. McCain's 2008 presidential campaign from Jan.-July 2007. Deputy communications director at the RNC, announced Feb. 9, 2005. Regional spokesperson for the Southwest and Mountain States for Bush-Cheney '04. Deputy press secretary for the NRCC in the 2002 cycle. Diaz has also worked as a public relations account executive at The Bomstein Agency and an associate with RMR & Associates. Bachelor's degree in communication from George Mason University, 2000.

Director of Speechwriting Lindsay Hayes

(reported by *The New York Times* on April 19, 2012) Pursuing Ph.D. in rhetoric and political culture from University of Maryland (dissertation is a rhetorical history of the campaigns of female candidates with matrimonial ties to elective office). Has written for a wide range of principals, including political candidates for statewide and national office, two U.S. Senators, a Cabinet Secretary, and a former Governor." In 2008, Hayes served as the senior writer for the Republican National Convention and a speechwriter on the McCain-Palin campaign. Senior associate at Nahigian Strategies in Alexandria, VA. Primary speechwriter to Sen. Ted Stevens, 2002-06 and communications director starting in 2005. Started career as intern with the White House Office of Speechwriting. M.A. from the University of Maryland, 2003; B.A. in political communication and political science from Boston College.

D I G I T A L

...more than 80 staff members*

Digital Director Zac Moffatt

(started May 1, 2011; first reported by Kate Kaye at ClickZ on May 31, 2011) Previously a founder (Feb. 2009) and partner at Targeted Victory, where clients included Marco Rubio for Senate and Romney's Free and Strong America PAC. Deputy director for statewide efforts at Freedom's Watch. Director of political education at the RNC for 18 months through 2008. Victory director for the Maryland Republican Party in 2006; earlier deputy field director on William Weld's campaign for governor of New York. Associate director of external relations for the 2004 Republican National Convention, then field director for Central Oregon on Bush's re-elect campaign, and then deputy director of operations in the Office of Public Liaison for the Inauguration. Associate chief of staff to Mayor Michael Bloomberg, 2001-03. Undergraduate degree in political science and history from Stanford University, 2002. [twitter](#)

Deputy Digital Director Abe Adams

(May 2011) Senior consultant at Targeted Victory, 2010-11. Deputy campaign manager on Byrne for Alabama. Assistant treasurer at Friends of John McCain, 2008-09; deputy director of treasury on John McCain 2008 from Jan. 2007-June. 2009. Law degree from University of Alabama School of Law, 2006; B.S. in industrial engineering from University of Alabama, 2002.

Director of Technology Kevin Rewkowski

(April 2011) Partner at Minuteman Strategy LLC from Feb. 2009. Owner and general manager at SOVIN LLC, a start up health/beauty business, 2008-March 2011. Information technology manager on Romney for President, 2007-08. Associate manager of video technology operations at ESPN, 2004-07. Information technology analyst at Syracuse University, 2003-04. B.S. in information technology from Rochester Institute of Technology, 2003.

Digital Strategy Aaron Gunderson

(May 2011) Prior to joining the campaign Gunderson did digital media consulting for political organizations (Gundy Strategies) and worked as production manager at Castle Rock, LLC. Co-founder and editor of MittRomneyCentral.com. COO of Xylobyte International, 2008-09. Studied business administration at Utah Valley University. Served two-year mission in Mexico.

video Tim O'Toole

New media director for Sen. Roy Blunt after serving as press secretary on Blunt's 2010 campaign and earlier as a press assistant to then-Rep. Roy Blunt. Upstate regional field director on Rudy Giuliani's South Carolina primary campaign. Account coordinator at Ogilvy Public Relations Worldwide. B.A. in journalism from University of Missouri-Columbia.

Design Director Molly Fowler

(May 2011) Came to the campaign after about half a year as art director for The Alchemedia Project. Worked at Noble starting in 2007 as assistant art director, then associate art director, then digital producer. BFA in graphic design from Missouri State University, 2001; BFA in visual communications, piano performance from Truman State University, 2006.

Lead Copywriter Johnny Galbraith

(Oct. 2011) Copywriter at DDB NY, 2010-11. Director of marketing at Property Solutions International Inc., 2009-10. B.A. in communications/advertising from Brigham Young University, 2009.

Digital Integration Director Caitlin Checkett

(May 2011) Project manager at Noble, 2008-11. B.S. in business administration, marketing from the University of Colorado at Boulder, Leeds School of Business, 2008.

User Experience (UX) Designer Vanessa MacAulay

Creative services manager/interactive designer at 360 Public Relations, from March 2010. Web and graphic designer at TNT Vacations, 2009-10. B.A. in communications from Simmons College (Boston), 2009.

Conservative Online Media Outreach Consultant Patrick Hynes

(reported May 2012) President of Hynes Communications. Early in the cycle Hynes did online communication outreach for Tim Pawlenty's Freedom First PAC. Online outreach consultant for Sen. John McCain's 2008 campaign. Experience also includes account executive with the consulting firm Marsh Copsey + Scott. Author of *In Defense of the Religious Right* (Nelson Current).

Title? Lenny Alcivar

Senior vice president for public affairs at Hynes Communications. In 2010 Alcivar served as communications director for Bill Brady's gubernatorial campaign in Illinois, and consultant to the Republican Governors Association. Press secretary for the Republican National Convention in New York City in 2004, and in the fall campaign field director in Miami. Served at the U.S. Department of Transportation overseeing communications relating to infrastructure security, 2001-04. A manager of public affairs for Burson-Marsteller. Director of press operations at the New York City Police Department. Deputy press secretary to NYC Mayor Rudy Giuliani. Native New Yorker.

*See: Philip Rucker. Romney team makes a digital push. *The Washington Post*, July 15, 2012.

P O L I C Y

Policy Director Lanhee Chen

(from Jan. 2011, announced March 28, 2011) Most recently a visit scholar at the University of California's Institute of Governmental Studies. Chen was the deputy campaign manager and policy director on California Insurance Commissioner Steve Poizner's campaign for governor, 2009-10. Associate attorney at Gibson, Dunn & Crutcher, LLP, 2008-09. Chief domestic policy adviser during Romney's 2007-08 campaign for president. Senior counselor to the Deputy Secretary at HHS, 2008. A health policy adviser to Bush-Cheney '04. Ph.D. in political science, J.D., A.M. in political science, and A.B. in government, all from Harvard University. [twitter](#)

Deputy Policy Director Jonathan Burks

(June 2012) Policy director for the House Budget Committee (chairman Rep. Paul Ryan), since Aug. 2011, after serving as a budget analyst for defense and international affairs at the Committee starting in July 2010. Director of legislative and intergovernmental affairs at the U.S. Securities and Exchange Commission, 2007-08. Senior advisor to the Under Secretary for International Affairs at the U.S. Department of the Treasury, 2005-07. Special assistant to the Vice President, 2001-05. Policy analyst for the House Republican Conference, chairman Rep. Chris Cox, 2000-01. M.A. in international affairs and economics from The Johns Hopkins University SAIS, 2010; B.S. in foreign service from Georgetown University, 1999.

?Title Stephen Spruiell

(reported by *Roll Call*) Came to the campaign from position as senior advisor (starting Aug. 2011) and previously communications advisor (2010-11) at the House Budget Committee (chairman Rep. Paul Ryan). Staff writer at *National Review*, 2005-10. Research assistant at FreedomWorks, 2002-03. M.P.A. from the LBJ School of Public Affairs at University of Texas at Austin, 2005; B.A. in journalism from University of Oklahoma, 2002.

Foreign and National Security Policy Director Alex Wong

Formerly an associate at Covington & Burling.

Domestic Policy Director Oren Cass

Pursuing a law degree at Harvard. Consultant at Bain & Company, 2005-09. Graduate of Williams College, 2004.

Economic Policy Advisor Danita Ng

(May 2011) In 2009-10 Ng served as deputy policy director on Carly Fiorina for U.S. Senate, and earlier as policy advisor on Steve Poizner for Governor. In 2005-07 she held several positions in California government including research analyst in the Governor's Office of Planning and Research and assistant communications director for a large state agency. J.D. from University of Arizona James E. Rogers College of Law, 2009; B.A. in political science from Wellesley College, 2004.

Domestic Policy Advisor Anna Gatlin

(June 2011) Recent experience includes legislative intern for Mass. Rep. Alice Wolf; and education specialist at the Tennessee State Museum. M.A. in education policy and management from Harvard University's Graduate School of Education. M.A. in English education from New York University, 2009; B.A. from University of Mississippi, 2007.

Health Care Advisor Matthew P. (Matt) Hoffmann

(reported by *Roll Call*) Budget analyst for the House Budget Committee (chairman Rep. Paul Ryan) from Jan. 2011. Previously legislative director to Rep. Ryan; started working for Ryan as a legislative assistant in 2006. Legislative correspondent and earlier legislative assistant to Sen. David Vitter, 2004-06.

Economic Policy Team

([announced](#) Sept. 6, 2011) Led by **Dean R. Glenn Hubbard**, **Professor N. Gregory Mankiw**, former Senator **Jim Talent** and former Congressman **Vin Weber** (note Weber was first announced as special advisor on policy on Aug. 24).

Foreign Policy and National Security Advisory Team

([announced](#) Oct. 6, 2011) Special advisors **Cofer Black** - **Christopher Burnham** - **Michael Chertoff** - **Eliot Cohen** - **Norm Coleman** - **John Danilovich** - **Paula Dobriansky** - **Eric Edelman** - **Michael Hayden** - **Kerry Healey** - **Kim Holmes** - **Robert Joseph** - **Robert Kagan** - **John Lehman** - **Walid Phares** - **Pierre Prosper** - **Mitchell Reiss** - **Daniel Senor** - **Jim Talent** - **Vin Weber** - **Richard Williamson** - **Dov Zakheim**. also regional and functional working groups. ([added](#) Nov. 29, 2011) **Congresswoman Ileana Ros-Lehtinen**, **Congressman Mario Diaz-Balart** and former Congressman **Lincoln Diaz-Balart**.

Justice Advisory Committee

([announced](#) Aug. 2, 2011) Chaired by Judge **Robert Bork**, Professor **May Ann Glendon**, and **Richard Wiley**. "The committee will advise on the Constitution, judicial matters, law enforcement, homeland security, and regulatory issues. Where appropriate and permitted, some committee members will provide legal counsel to the campaign."

Labor Policy Advisory Group

([announced](#) Sept. 12, 2011) Co-chaired by **Peter Schaumber** and **William Kilberg**. "The group will help Mitt Romney formulate pro-growth policies that promote the interests of workers and businesses by protecting the principles of free enterprise, free choice, and free speech."

Veterans Policy Advisory Group

([announced](#) Oct. 6, 2011) Co-chaired by **Anthony Principi** and **Jim Nicholson**. "The group will counsel Romney on issues of importance to the nation's veterans and help to formulate policies that will ensure America keeps its commitments to the men and women of the armed services while they are on duty and after they return home."

Trade Policy Advisory Group

([announced](#) Oct. 13, 2011) Chaired by **Carlos Gutierrez** with **Rod Hunter** and **John Herrmann** serving as co-chairs. "The group will help Romney formulate pro-growth trade policies that open markets around the world for American goods and services while ensuring that trading partners play by the rules and welcome robust competition."

Law Enforcement Advisory Group

([announced](#) Oct. 28, 2011) Co-chaired by former Attorneys General **William Barr** and **Michael Mukasey**, former Deputy Attorneys General **George Terwilliger** and **Mark Filip**, and former Assistant Attorney General in charge of the Criminal Division **Alice Fisher**. "They will advise Governor Romney on all matters related to the rule of law..."

Urban Policy Former St. Petersburg FL Mayor Rick Baker

([announced](#) Jan. 17, 2012) First elected in 2001 and re-elected in 2005.

Agriculture Advisory Committee

([announced](#) March 13, 2012) Co-chaired by U.S. Sen. **Mike Johanns** (a former Secretary of Agriculture and former Gov. of Nebraska) and Florida Agriculture Commissioner **Adam Putnam**.

Health Care Policy Advisory Group

([announced](#) March 23, 2012) Members are **Scott Atlas**, **Tom Barker**, **Scott Gottlieb**, **Paul Howard** and **Tevi Troy**. "This group will help Romney design policies that will strengthen the health care system nationally while giving states the power to innovate and individuals the power to control their own health care decisions."

Education Policy Advisory Group

([announced](#) May 22, 2012) K-12 Co-Chairs: **Nina S. Rees** and **Dr. Martin R. West**. Higher Education Co-Chairs: **Phil Handy** and **Bill Hansen**. Workforce Training Co-Chairs: **Dr. Carol D. Amico** and **Emily Stover DeRocco**. Special Advisor: **Dr. Rod Paige**. and **Committee members**.

Military Advisory Council

([announced](#) Oct. 17, 2012)

Special Advisors on Policy**former Sen. Norm Coleman**

([announced](#) Sept. 21, 2011) Chairman of the American Action Network, and a senior governmental advisor at Hogan Lovells. Served one term in the U.S. Senate, elected 2002. Mayor of St. Paul from 1993-98. Served as a chief prosecutor in the Minnesota Attorney General's office and as the Minnesota Solicitor General.

U.S. Sen. Mark Kirk

([announced](#) Sept. 21, 2011) Elected to the U.S. Senate in 2010 to complete Obama's term and serve a full term. Previously served five terms in the House. A Naval Reserve Intelligence Commander; just returned from Afghanistan in September from his third Reserve assignment there.

Senior Advisor Gabriel Schoenfeld

(July 2011) Senior fellow on leave from the Hudson Institute and from the Witherspoon Institute. Senior editor at *Commentary* magazine, 1994-2008. Post-doctoral fellow at Harvard University's Russian Research Center, 1989-90. Temporary FSO in the Soviet Union, 1986-87. Legislative correspondent and research assistant to Sen. Daniel Patrick Moynihan, 1977-79. PhD from Harvard University's Department of Government. Author of *Necessary Secrets*.

LEGISLATIVE AFFAIRS**Director of Legislative Affairs J.T. Jezierski**

(reported by *Roll Call* on June 19, 2012) Deputy chief of staff to Rep. Steven Palazzo (MS) from July 2011. Legislative director to Rep. David McKinley (WV), 2011. Legislative director to Rep. Pete Olson (TX), 2009-10. Account executive at DCI Group, 2008. Director of elected official outreach on Romney for President, June 2007-Feb. 2008. Deputy chief of staff and White House liaison at NASA, 2003-07. Deputy Associate Director in the Office of Presidential Personnel at the White House, 2001-03. Publications director at the Institute for American Values. Researcher at the RNC. M.P.P. from Regent University; B.A. degree from Wheeling Jesuit University, 1977.

Deputy Director of Legislative Affairs Erica Soares

(reported by *Roll Call* on June 19, 2012) Came to the campaign from position as legislative assistant to Sen. Jim DeMint (SC), 2009. Government relations department (Senate deputy) at the Heritage Foundation, 2008-09. Kindergarten teacher at The Holy Family School,

2007-08. Assistant to the political director at the White House, 2007. Assistant to the Director of Homeland Security, 2003-4. EdM from Harvard University, 2007; Master's degree in education from Vanderbilt University, 2006; B.S. in international business and economic from Auburn University, 2002.

OPERATIONS

Deputy Director of Operations and Senior Advisor Louis Tavares

Chief Operating Officer and Counsel to the Free and Strong America PAC. Deputy national finance director on the Romney for President campaign. Associate legal counsel in the Office of Gov. Mitt Romney, 2005-06. Associate at Ropes & Gray LLP, 2004-05. J.D. from Boston College Law School, 2004; B.A. in political science and economics from Tufts University, 2001.

Director of Candidate Operations and Advance Will Ritter

Director of operations for Mitt Romney's Free and Strong America PAC. Special assistant to Mitt Romney on the Romney for President campaign. Attended Northeastern University.

Deputy Director of Candidate Operations Matt Hall

Did advance on the Meg Whitman for Governor and McCain-Palin campaigns. Graduate of Florida Gulf Coast University.

Trip Director Charles W. Pearce

Director of advance on Baker for Governor (Mass.), 2009-10. National advance coordinator on Romney for President, 2007-08, then lead advance on the McCain campaign. Scheduler to U.S. Rep. Turner, 2006-07. Research assistant at the U.S. Senate Republican Policy Committee. Originally from Mission Viejo, Calif..

Personal Aide (Mitt's Body Man) Garrett Jackson

Mississippi native. [twitter](#)

Director of Scheduling Vicki Blanton

(April 2011) Finance director on the Buck for Colorado campaign July-Nov. 2010 after serving as deputy finance director on the Sue Lowden for U.S. Senate campaign in Nevada. Consultant to the John Suthers for Attorney General campaign in Colorado, 2009. Scheduler on Bob Schaffer for U.S. Senate, started in March 2008. Scheduler on Romney for President, May 2007-Feb. 2008. B.A. from Hope College, 2007.

Director of Internal & External Relations Jim Rogers

(started in May 2011 on the exploratory committee; initially deputy director, director since Oct. 2011) Assistant director of undergraduate admission at Bentley University from 2008-11 and previously an academic advisor at Bentley College, 2006-08. MBA from Bentley University, 2011; M.S. from Miami University, 2006; B.S. in English from SUNY College at Geneseo, 2004.

Chief Financial Officer Bradley Crate

(from April 2011) President and founder of Red Curve Solutions, specializing in financial and operational outsourcing, Jan. 2009. Deputy CFO on Romney for President, 2007-08. Serving in Gov. Romney's administration as a fiscal policy analyst (2003-05) and as capital planning and policy director (2005-06). Political operations director on Romney's 2002 campaign for governor. Trader for JP Morgan Chase, 2000-02. Associate vice president at Prudential Securities, 1998-2000. M.S. in investment management from Boston University, School of Management, 2007; B.A. from Washington College, 1998.

FINANCE

Finance Chair Spencer Zwick (SJZ LLC, Lexington, MA)

A managing partner of Solamere Capital, LLC, a firm he co-founded with Tagg Romney and Eric Scheuermann. National finance chair on Meg Whitman's 2010 campaign for governor of California. National finance director of Romney for President. Deputy chief of staff and COO in the Gov. Romney's office. Worked in the Executive Office of the Salt Lake City Olympic Organizing Committee for the Winter Games of 2002. Attended the University of Utah and graduated from Brigham Young University.

Finance Director Mason J. Fink

Worked at Solamere Capital and on his independent business MJF LLC.

more finance (partial listing alpha)

Regional Finance Director Trent Christensen

Associate at Ropes & Gray LLP, 2009-11. Regional finance manager on Romney for President, Inc., 2007-08. J.D. from Brigham Young University, 2008.

California Finance Coordinator Caitlyn Malcynsky

(May 2011; previously interned at Free and Strong America PAC) Graduate of Columbia College, 2011.

Massachusetts Director Magan Munson

Previously at the Massachusetts Republican Party. Community liaison for Sen. David Vitter, from late 2006-mid 2008.

Bruce Nilson

CIO at Free and Strong America PAC from April 2008-March 2011 and, from Jan. 2009 managing partner at Minuteman Strategy, LLC. Manager of headquarters operations at Romney for President, Dec. 2006-April 2008. Operations coordinator on the Healey for Governor campaign, 2005-06. Bentley University.

West Region Coordinator Kaitlin O'Reilly

Executive assistant at Solamere Capital, LLC and executive assistant at SJZ, LLC. Graduate of Tufts University, 2009.

National Finance Director-West/Senior Finance Advisor Don Stirling

(based in Utah) National finance advisor to Romney's Free and Strong America PAC. National deputy director of finance on Romney's 2008 campaign. President and CEO of the Massachusetts Sports & Film Commission, 2004-06. Managing director of sponsorship for the Salt Lake City 2002 Olympic Winter Games. B.A. in humanities from Brigham Young University.

Sagar Vachhani

Worked in finance for Free & Strong America PAC. Undergraduate degree from NYU Leonard N. Stern School of Business.

Matthew Waldrip

(June 2011) Partner at Action First, a consulting firm, from June 2010. Director of grassroots operations at Policy Impact Communications, 2009-10. Program specialist in the International Fellows Program at National Defense University, 2007-09. Ran a nation-wide grassroots finance operation (Ambassador Program) for the 2008 Romney for President campaign. B.S. in political science from Brigham Young University, 2007.

Ryan Morley

(April 2011) Partner at Action First, a consulting firm, from May 2009. Director of grassroots communications at Policy Impact Communications, 2009-10. Management consultant at Booz Allen Hamilton, 2007-09. Ran a nation-wide grassroots finance operation (Ambassador Program) for the 2008 Romney for President campaign. Brigham Young University.

Texas Director William Walker

Principal at TCB Strategies (Taking Care of Business). eFinance director at the RNC for six months in 2009-10. Northeast finance director on McCain-Palin Victory 2008. Finance events manager on Romney for President, Inc. 2007-08. Director of advance on Healey for Governor, 2006. Bachelor's degree in biology from Kenyon College.

National Finance Co-Chairs

include

Wayne Berman - chairman of Ogilvy Government Relations.

Woody Johnson (Robert Wood Johnson IV) - New York Jets owner; Johnson & Johnson heir.

John Rakolta, Jr. - chairman and CEO of Walbridge, a top construction company headquartered in Detroit, since 1993.

G. Scott Romney - partner at Honigman Miller Schwartz and Cohn LLP; Romney's brother.

Meg Whitman - president and CEO of HP since Sept. 2011; Republican nominee for governor of California in 2010; president and CEO of eBay Inc., from 1998 to March 2008. [+](#)

ANN ROMNEY

Press Secretary Sarah Haley

(reported by ABC News on May 29, 2012) Previously on the Santorum campaign serving as national coalitions director as well as the director of communications for Karen Santorum. Press secretary and earlier deputy press secretary to U.S. Sen. Jeff Sessions (AL) from early 2008 to Fall 2011. Worked on the O'Reilly Factor for FOX News. B.A. and also some graduate work in broadcasting and electronic media at the University of Memphis, 2004. Native of Germantown, TN. [twitter](#)

VICE PRESIDENT

Director of Operations Randy Bumps

([announced](#) July 17, 2012) Joined the NRSC in 2009, and served as chief political strategist for the NRSC's independent expenditure efforts during the 2010 midterm election cycle. Northeast regional political director at the RNC from 2005-09. Bush-Cheney '04 Maine executive director. State director for Sen. Susan Collins, overseeing her state offices; started as a regional field representative for Collins in Augusta in Oct. 2000. Deputy campaign manager on Collins' 2002 re-election campaign. Field rep. in western Maine for then-Sen. Bill Cohen. Served three terms as a State Representative, elected in 1996 and re-elected in 1998 and 2000. Graduate of Bates College with a degree in Political Science, 1995. From Minot, Maine.

Communications Director Kevin Sheridan

(announced July 17, 2012) On leave from position as senior vice president and director of media relations at Edelman, joined the firm in Jan. 2006. Press director at the U.S. Agency for International Development, 2005-06. Worked in the press department at the RNC, 2001-04. Assistant press secretary to Virginia Gov. James S. Gilmore III, 2000-01. Served as a press secretary in the Connecticut House of Representatives, 1997-99. B.A. in political science and economics from the University of Connecticut. [twitter](#)

Press Secretary Brendan Buck

Most recently press secretary to Speaker John Boehner; started with Boehner in the Minority Leader's Office in March 2010 as director of communications for legislative operations. Worked for Rep. Tom Price (GA) as communications director through March 2010; joined Price's office as a staff assistant in 2006 and then served as legislative correspondent and deputy press secretary. B.A. in economic from the University of Georgia, 2004.

Traveling Press Secretary Michael Steel

(from Aug. 11, 2012) Comes to the campaign from his position as a press secretary to Speaker John Boehner; earlier at the House Republican Steering Committee. Press secretary to Rep. Jim McCrery (LA) and director of communications at the House Ways and Means Committee. Press secretary to Rep. John Shadegg (AZ), 2003-06, and for some of that time also press secretary for the House Republican Policy Committee. Master's degree in journalism from Columbia University; undergraduate degree from University of North Carolina. Native of Durham, NC. [twitter](#)

Policy Advisor David (Dave) Stewart

(had been advising Romney on economic policy, reported by *Roll Call*) Came to the campaign from position as Assistant for Policy to Speaker John Boehner; started with then Minority Leader Boehner as a policy advisor in Dec. 2008. Worked for U.S. Rep. Phil English (PA) from 2000-08 starting as a staff assistant and finishing as deputy chief of staff/legislative director.

Scheduling Director Marjorie Connell

Executive assistant and scheduler to Rep. Pete Olson (TX). Has worked on Capitol hill since 2007, starting in the office of Rep. Steve Chabot (OH).

Travel Coordinator Campbell Matthews

...

Media Affairs Manager Keisha Vaughan

Public policy specialist at Akin Gump Strauss Hauer & Feld LLP from Jan. 2010. Communications director at Freedom's Watch, 2008. Warroom co-director on the 2007 iteration of John McCain's 2008 presidential campaign. M.P.S. from The George Washington University, 2009; B.A. in political communication from The George Washington University, 2007.

Body Man Jacob Kastan

Kastan had been serving as an advance representative for Romney.

Director of Candidate Advance and Trip Director Joey Smith

Smith had been serving as an advance lead on the Romney campaign since January. Deputy director of operations for advance on Pawlenty for President, April-Aug. 20011. Special assistant to Chairman Michael Steele at the RNC, Aug. 2009-Jan. 2011. Special assistant and personal aide to the Secretary of the Interior, 2007-09. Advance representative for the White House, 2005-09. B.S. in political science from Mississippi College, 2006.

Director of Press Advance Brent Swander

Midwest regional sales manager from Agile Technologies from early 2010; client executive/sales manager at Agile Technologies, 2009-10. Field director for Victory/Ohio Republican Party, Fall 2010; managed Dave Yost for Ohio Auditor of State, Feb.-June 2010. Press advance representative on John McCain's 2008 presidential campaign. Director of media operations for the 2008 NATO Summit. Did press advance for the White House, 2003-08. Political director on Chabot for Congress, 2006. Bachelor's degree in sport management and marketing from Bowling Green State University, 2007.

Senior Advisor Dan Senor

Senor had been serving as a foreign policy advisor to Romney, announced Oct. 11, 2012; he also was a senior foreign policy adviser on Romney's 2007-08 campaign and he started advising Romney on foreign policy in 2006. Director and co-founder (2009), with William Kristol and Robert Kagan, of the Foreign Policy Initiative (±) and co-author of *Start-Up Nation: The Story of Israel's Economic Miracle* (2009). Partner at Rosemont Capital. Coalition Provisional Authority spokesman and senior advisor, 2003-04. Worked at the Carlyle Group, 2001-03. Legislative aide, press secretary, and communications director for then-Sen. Spencer Abraham (R-MI). M.B.A. from Harvard Business School, 2001. Degree in history from the University of Western Ontario in London, Ontario; also studied at The Hebrew University in Jerusalem. [twitter](#)

Note: Staff first reported by CNN's Shawna Shepherd on Aug. 13. On Aug. 20 CNN reported that several Ryan staffers from Capitol Hill have taken leave of absences to help on the campaign:

Andy Speth - chief of staff in DC

Joyce Meyer - chief of staff in WI

Conor Sweeney - House Budget Committee communications director

C O U N S E L

General Counsel Katie Biber

(April 2011) Associate at Patton Boggs, LLP from 2006; Biber also served as general counsel on Romney's 2007-08 campaign. Served as associate counsel on Bush-Cheney '04. J.D. from Harvard Law School, 2004. B.A. in journalism/political science from The George Washington University, 2000.

Deputy General Counsel Megan Sowards

(June 2011) Associate at Patton Boggs, LLP from Oct. 2009. Speechwriter at the U.S. Department of State, 2003-05. Press secretary to Sen. Susan Collins, 2001-03. Speechwriter to Sen. John Chafee and then Sen. Lincoln Chafee, 1999-2001. J.D. from University of Michigan Law School; undergraduate degree from Middlebury College.

Deputy General Counsel and National Election Day Operations Director Lee Rudofsky

Associate at Kirkland & Ellis, LLP. Clerked for Judge Andrew Kleinfeld of the US Court of Appeals, 9th Circuit in Fairbanks, AK. J.D. from Harvard Law School, 2005; M.P.A. from the Cornell Institute for Public Affairs, 2002.

Associate General Counsel and Deputy National EDO Director Catherine Holtgrewe

J.D. from University of Colorado School of Law, 2011. Human resource and marketing manager at The Assist Group, 2006-08. Deputy press secretary on Bob Beauprez for Governor, 2006. Undergraduate degree in biology from Westmont College, 2005.

Senior Advisor Benjamin Ginsberg

National counsel on Romney's 2007-08 campaign.

P O L L I N G

Neil Newhouse

(On Jan. 13, 2011, Real Clear Politics reported that Neil Newhouse would be pollster of a "near-certain presidential bid.") A partner and co-founder of Public Opinion Strategies. Previously executive Vice-President of The Wirthlin Group. Graduated from Duke University and attended graduate school at the University of Virginia. Originally from Kansas City.

A M E R I C A N R A M B L E R P R O D U C T I O N S

advertising and media buying...

Production Coordinator Joseph Greeley

(Nov. 2011) Legislative correspondent for Sen. Roy Blunt, Jan. Nov. 2011. Regional political director on the Blunt for Seant campaign, 2010. Media assistant (2008-09) and media buyer (Oct. 2009-Feb. 2010) for Strategic Media Services. Degree in international affairs and political science from The George Washington University, 2008.

Associate Editor/Media Manager / Production Coordinator Clare Burns

(July 2011) Associate editor/media manager at Citizens United Productions, 2010-11. Junior account executive at The David All Group, 2009-10. B.A. in broadcast journalism/political science from Boston University, 2009.

Assistant Media Manager Aaron James

(May 2012) Previously media associate at Luntz Global. Video producer for the Republican Governors Association, 2011. Audio engineer and camera operator at Act for America, 2010-11, and studios intern at The Leadership Institute, 2010-11. Studied audio production and engineering at Appalachian State University.

L I A I S O N S T O R N C

[announced](#) late April 2012

Chief Liaison Brian Jones

Partner with the Black Rock Group. Previously a managing director at Mercury Public Affairs overseeing their strategic communications practice.

Communications director on the McCain campaign, Dec. 2006-July 2007. Communications director at the RNC from Jan. 25, 2005. Senior communications advisor on Bush-Cheney '04. Vice President for Polling and Advertising of Mercury Public Affairs. Prior to joining Mercury, Jones served as Research Director for the NRCC. He has worked on campaigns at the local, state and national level. Research director on Lamar Alexander's 2000 campaign for the Republican presidential nomination for the first part of 1999.

Communications Liaison Kevin Madden

Executive vice president, public affairs at JDA Frontline from March 2010. A managing director at The Glover Park Group, 2008-10. National press secretary on Romney's 2007-08 campaign. Spokesman for House Majority Leader John Boehner (R-OH), Feb.-Nov. 2006. Spokesman for former House Majority Leader Tom DeLay (R-TX). Spokesman for U.S. Attorney General Alberto Gonzales. Northeast regional press secretary on Bush Cheney '04 (incl. OH, PA, NH). Communications director and a senior advisor to Rep. John Sweeney (R-NY), 2001-03. Public relations associate at Craig Shirley and Associates, Jan.-March 2001. Washington representative for the Yonkers Industrial Development Agency from Jan.-Sept. 2000. Primary spokesman for the Office of the Mayor of Yonkers, 1997-99. Communications director for the Office of the Yonkers City Council President, 1994-97. Degree in communications from SUNY Cortland.

Political and Field Liaison Ward Baker

Partner at Majority Strategies, a direct mail firm in Nashville, TN. National political director at the Republican State Leadership Committee. Campaign director for the Virginia House Republican Caucus in 2005. 72-Hour director for the Bush-Cheney campaign in Florida. Political director and 72-Hour director for Haley Barbour's successful 2003 gubernatorial campaign in Mississippi. Campaign manager for Blackburn for Congress (TN-07) in 2002. Served in the U.S. Marine Corps.

MORE NATIONAL

NATIONAL CO-CHAIRS

Former Gov. Tim Pawlenty

([announced](#) Sept. 12, 2011)

NATIONAL ADVISORY COUNCIL

Chairman of National Advisory Council Former U.S. Sen. Mel Martinez

([announced](#) Oct. 10, 2011)

Co-Chair U.S. Sen. Kelly Ayotte (NH) ([announced](#) Nov. 20, 2011)

Co-Chair U.S. Sen. John Thune (SD) ([announced](#) Nov. 23, 2011)

Former U.S. Sen. Connie Mack III ([announced](#) Nov. 3, 2011)

U.S. Rep. Dave Camp (MI-4) ([announced](#) Dec. 20, 2011)

NATIONAL STEERING COMMITTEE

Chairman of National Steering Committee Former Gov. John H. Sununu

([announced](#) Oct. 24, 2011)

Co-Chair Gov. Nikki Haley (SC) ([announced](#) Dec. 16, 2011)

U.S. Rep. Charlie Bass ([announced](#) Nov. 21, 2011)

NATIONAL GRASSROOTS LEADERSHIP COMMITTEE

Co-Chair Jennifer Horn (NH)

([announced](#) Dec. 20, 2011)

AND

Reaganites for Romney

([announced](#) Dec. 15, 2012)

Chairman Ambassador Jerry Carmen

Veteran of Ronald Reagan's 1980 campaign; Administrator of the U.S. General Services Administration from 1981-1984; U.S. Ambassador to the United Nations in Geneva 1984-1986.

National Hispanic Steering Committee

([announced](#) Jan. 27, 2012)

Honorary Co-Chairs Sec. Carlos Gutierrez and Sen. Mel Martinez

Co-Chairs

Rep. Ileana Ros-Lehtinen – Represents Florida's 18th district and is currently the Chairman of the House Foreign Relations Committee; Congresswoman Ros-Lehtinen is the most senior Republican woman in the U.S. House of Representatives.

Rep. Mario Diaz-Balart – Represents Florida's 21st District in the U.S. Congress; Founding members of the Congressional Hispanic Caucus; Served in both the Florida House of Representatives and the Florida Senate. He was elected in 2002.

Former Rep. Lincoln Diaz-Balart – Represented Florida's 21st District In The U.S. Congress From 1993 Until 2011; Vice-Chairman of the House Rules Committee; Currently the Chairman of the Congressional Hispanic Leadership Institute.

Jose Fuentes – Former Attorney General of Puerto Rico; Former Surrogate and Co-Chair Bush-Cheney 2000 and 2004; Chairman, Eastport Strategies LLC.

Hector Barreto – Chairman of the Board of The Latino Coalition; President/CEO of Barreto Associates; Former Administrator of the United States Small Business Administration 2001-2006.

MISC. ENDORSEMENTS

Additional Endorsements

Former Sen. Elizabeth Dole ([announced](#) Dec. 28, 2011)

Ambassador John Bolton ([announced](#) Jan. 12, 2012)

Jay Sekulow and Jordan Sekulow of the American Center for Law and Justice (announced Jan. 15, 2012)

Medal of Honor recipients Sergeant John F. Baker, Jr. (U.S. Army, Ret.) and Captain John James McGinty, III (USMC, Ret.) ([announced](#) Jan. 19, 2012)

Actor Jon Voight (Jan. 28, 2012 appearance with Romney in Pensacola, FL)

Donald Trump ([announced](#) Feb. 2, 2012)

Conservationist and hunter Rob Keck ([announced](#) Feb. 21, 2012)

Musician Ted Nugent (tweet reported March 3, 2012)

Comedian Jeff Foxworthy (JF March 8, 2012 tweet)

Alabama's lead singer Randy Owen (March 9, 2012 tweet)

Medal of Honor recipients Colonel Lee Mize (U.S. Army, Ret.) and Colonel Leo K. Thorsness (USAF, Ret.) ([announced](#) March 12, 2012)

Former Gov. Jeb Bush (FL) ([announced](#) March 21, 2012)

American Conservative Union President Al Cardenas (FL) ([announced](#) March 26, 2012)

Former President George H.W. Bush ([announced](#) March 29, 2012)

Rep. Michele Bachmann (MN) ([announced](#) May 3, 2012)

Former Sen. Rick Santorum (PA) ([announced](#) May 7, 2012)

Former President George W. Bush (May 15, 2012)

Herman Cain ([announced](#) May 16, 2012)

IN THE STATES

under construction...

COLORADO

State Manager James Garcia

(announced May 1, 2012) Served as the campaign's national field director during the primaries. Executive director of the Colorado Republican Party starting Aug. 2009. Colorado Victory director from May 2008-Feb. 2009. Regional manager for Saxby Chambliss' successful 2008 U.S. Senate runoff campaign in Georgia. A field director for the Rudy Giuliani Presidential Committee in Iowa and Florida. A field director on Shelley Sekula Gibbs for Congress, 2006; also assisted the Tom DeLay Congressional Committee in Sugar Land, Texas. B.A. in political science from the University of Houston, 2006.

FLORIDA

State Manager Molly Donlin

State director for Romney's Florida primary campaign, then went on to direct the campaign in Ohio, Illinois, and Wisconsin. In 2010 Donlin directed Republicans' Michigan Victory effort. In the fall 2008 campaign she directed Republicans' Victory 2008 effort in Arizona; earlier in the cycle she served as field director for Central Florida on the Rudy Giuliani Presidential Committee. Donlin was a presidential appointee in the Department of Justice Office of Public Affairs, where she served as assistant to the director. Deputy director of volunteer development for the RNC from Aug. 2005 to Dec. 2006, and 72-Hour field director for Hamilton County for the Ohio Republican Party. B.S. degree in international affairs from Xavier University in Cincinnati, 2004. [twitter](#)

IOWA

State Manager Jill Neunaber

(started April 30, 2012) One of two deputy state directors on Romney's NH primary campaign, May 2011-Jan. 2012. Northeast regional Victory director at the RNC, Sept.-Nov. 2010. Political director on the Ovide Lamontagne for U.S. Senate campaign, Jan.-Sept. 2010. Special projects at the RNC, Sept.-Nov. 2009. Staff assistant to Sen. Johnny Isakson (R-GA), 2008-Sept. 2009. A regional field director on the Romney for President Iowa caucus campaign, 2007-08. Staff assistant on Georgians for Isakson. Undergraduate degree in political science from University of Georgia.

MICHIGAN

State Manager John Sellek

(started end of May 2012) On leave from position as communications director for Michigan Attorney General Bill Schuette; started as press secretary and deputy communications director to Attorney General Mike Cox in Aug. 2008. Communications and constituent relations director, Michigan House of Representatives, 2007-08. Deputy chief of staff to the Speaker of the Michigan House of Representatives, 2005-07. Policy development and strategic issues coordinator, Michigan House of Representatives, 2002-05. Director of issue research and voter programs for the Michigan Republican Party, 2000-02. Policy coordinator Office of the Governor, 1999-2000. Political director on Engler for Governor, 1998-99. Graduate of Michigan State University, 1997. Grew up in Lansing Township.

MISSOURI

NEVADA

State Manager Chris Carr

(reported by Jon Ralston week of May 7, 2012) Previously Western regional political director at the RNC, announced June 1, 2011. West and Southwest regional political director at the NRCC in the 2010 cycle. Northwest political director at the RNC, 2007-08. Campaign manager for Sen. John Ensign's (R-NV) successful reelection bid in 2006. Executive director of the Nevada Victory Campaign and Nevada State Republican Party in the 2004 cycle. Previously executive director of the Clark County Republicans. He came to Nevada from Louisiana; extensive

experience in Louisiana campaigns including manager of Dan Kyle's primary campaign for Louisiana Insurance Commissioner in 2003; manager of Donna Mayeux's 2000 campaign for mayor of Baton Rouge; and manager of State Rep. Quentin Dastugue's 1995 gubernatorial campaign. Deputy campaign manager on Jim Gibbons' 1994 campaign for governor. Campaign manager for Bush-Quayle in Nevada in 1992. Interned at the White House during the administration of President George H.W. Bush. Graduate of McNeese State University in Lake Charles, LA. Originally from Sulphur.

NEW HAMPSHIRE

State Manager Phil Valenziano

(started first week of May 2012) Field staffer on Romney's Iowa caucus campaign, then worked on field in South Carolina, Colorado, Oklahoma and Missouri. Prior to joining the campaign Valenziano worked as a legislative clerk in the Iowa House. Victory field director in Cedar Rapids for the Republican Party of Iowa. Graduate of Catholic University of America. New Jersey native. [twitter](#)

NORTH CAROLINA

State Manager Michael Joffrion

(announced May 1, 2012) Previously the campaign's regional political director for the South, started May 2011. Political director for the Alabama Republican Party, April 2008-April 2011. Worked on the Charlie Ross for Congress primary campaign in Jackson, MS and on Rudy Giuliani's Iowa caucus campaign. A Victory field director for the RNC in Missouri, 2006. M.P.A. (2005) and B.A. in political science (2003) from Auburn University. Native of Birmingham, AL.

OHIO

State Manager Scott Jennings

(announced May 2, 2012) Senior strategist at Peritus Public Relations, from Oct. 2007. Senior advisor to Senate Minority Leader Mitch McConnell's 2008 re-election campaign in Kentucky. Deputy White House political director and a special assistant to the president, 2005-07. New Mexico executive director of Bush-Cheney '04 (one of only two states to go from blue in 2000 to red in 2004). Political director on Ernie Fletcher for Governor primary campaign in Kentucky and then for the Republican Party of Kentucky's statewide effort in 2003. Political director on the McConnell Senate Committee, 2002. Communications director for the Republican Party of Kentucky, 2001; in the early part of 2001 served as press secretary in the Office of the Senate President. Political director on the 2000 Bush-Cheney campaign in Kentucky. News reporter for WHAS Radio in Louisville, KY and for the Kentucky News Network, 1996-2000. B.A. in political science from University of Louisville, 2000.

PENNSYLVANIA

State Manager John Gibson

Northeastern regional political director at the RNC starting in May 2011. Team member at digital media firm Targeted Victory, 2010. Executive director of American Issues Project, 2009. Mid-Atlantic regional political director for the RNC, Feb. 2007-Feb. 2009. Executive director of the Maryland Republican Party, 2005-06. Campaign manager/community outreach representative for Rep. Tom Davis (R-VA), 2002-05; also campaign manager for David Albo for Delegate. Legislative assistant for Rep. Bob Franks (NJ) and then for Rep. Felix Grucci, 2000-01. B.A. from Loyola College, 1998. [twitter](#)

VIRGINIA

State Manager Sara Craig

(reported May 3, 2012) State director on Romney's Iowa caucus campaign. Consultant at Redwave Communications in Des Moines. Managed Lt. Gov. Ron Ramsey's primary campaign for Governor of Tennessee. Legislative caucus director and executive director of the North Dakota Republican Party, 2008. Central Iowa field director on Romney's 2007-08 Iowa caucus campaign, and continued on with the campaign to Michigan, Florida, and Minnesota. Western Iowa field director for the Legislative Majority Fund at the Republican Party of Iowa in the 2006 cycle. Degrees in political science and journalism from Marquette University.

WISCONSIN

State Director Danny O'Driscoll

Previously the campaign's Northeast and Lakes regional political director (reported in May 2012), and earlier one of two deputy state directors on Romney's NH primary campaign. National absentee and early vote director in the political department at the RNC in Fall 2010. Managed businessman Paul Huber's campaign for the Republic nomination in the May 18, 2010 primary in PA-3 (Mike Kelly won the primary). Managed political operations in the Northeast region for Freedom's Watch.

A Period of Rapid Growth

The campaign team that made Mitt Romney the GOP nominee was relatively small, less than 100 people to April 2012, and was led by a small inner circle. To gear up for the general election the campaign underwent a period of rapid growth. The first notable addition to the national team was the announcement on April 5 of Ed Gillespie as senior advisor. In early April the campaign signed a contract with the RNC to form Romney Victory. More people were added to the communications and political teams. In late April Brian Jones, Ward Baker and Kevin Madden started as liaisons between the campaign and the RNC, and by the beginning of May the campaign began to put state directors in place. On May 17 the campaign's employment page listed twenty openings in the digital department (+). Not everything worked perfectly. Richard Grenell was brought on as spokesman on national security and foreign policy; his resignation on May 1 drew a bit of attention in the media.

Spokesman on National Security and Foreign Policy Richard Grenell

(reported by *The New York Times* on April 19, 2012; [resigned](#) May 1, 2012) Founder/partner at Capitol Media Partners in Los Angeles from Nov. 2009. Senior vice president for communications at DaVita, 2008-09. Director of communications and public diplomacy for the United States Permanent Representative to the United Nations from 2001-08, serving four ambassadors. Director of communications for San Diego Mayor Susan Golding, 1998-2001. M.P.A. from Harvard University's Kennedy School of Government, 1998. served as a spokesman in Gov. George Pataki's Administration in New York, and for then U.S. Rep. Mark Sanford (SC) and for U.S. Rep. David Camp (MI). B.A. in government and public administration from Evangel College, 1988. [twitter](#)

See also:

Michael D. Shear and Trip Gabriel. "Romney Set to Merge Staff With National Committee." [The New York Times](#), April 20, 2012.

Emily Friedman. "Romney's Boston Headquarters Staff to Quadruple Ahead of General." [ABC News](#), April 20, 2012.

Ashley Parker. "Romney Bulks Up Team for General Election." [The New York Times](#), April 19, 2012.

Matt Viser and Michael Kranish. Mitt Romney's inner circle to abruptly expand." [The Boston Globe](#), April 15, 2012.

Zeke Miller. "Romney's SWAT Team Closes Out The Primaries." [BuzzFeed](#), April 6, 2012.

Grousing

"Met Romney last week. Tough O Chicago pros will be hard to beat unless he drops old friends from team and hires some real pros. Doubtful."

- Rupert Murdoch, July 1, 2012 Tweet.

Through mid-year, with four months to go until Election Day, the Romney campaign largely stuck to a one-dimensional "Obama isn't working" message. Media baron Rupert Murdoch's July 1 Tweet, amplified by pieces in the *Wall Street Journal* and *New York Post*, struck a chord with some observers. In a July 5 editorial, the *Journal* referred to "the campaign's insular staff and strategy that are slowly squandering an historic opportunity." John Podhoretz, writing in the *New York Post*, opined that "Romney seems to have an unfortunate habit of cocooning himself with advisers who've been through the wars with him..." Craig Shirley and Diana Banister also weighed in, suggesting that Romney "layer in some seasoned hands from past winning campaigns. It might also be helpful to bring in serious policy people."

See also:

Craig Shirley and Diana Banister. "Time for Romney to Reframe the Race." [Politico](#), July 11, 2012.

Editorial. "Romney's Tax Confusion." [Wall Street Journal](#), July 5, 2012.

John Podhoretz. "Mitt's Losing Habit." [New York Post](#), July 5, 2012.

William Kristol. "Dukakis, Kerry ... Romney?" [The Weekly Standard](#), July 5, 2012.